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Research on the Practical Teaching Platform of Marketing Course in Local Universities Based on the Cultivation of Innovation and Entrepreneurship Ability

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Abstract: *In order to solve the problem that students' comprehensive ability can not be effectively improved under the traditional practice teaching method of marketing course, the research on the practice teaching platform of marketing course in Local Universities Based on the cultivation of innovation and entrepreneurship ability is carried out. This paper designs a new platform by compiling the content of practical teaching program based on the cultivation of innovation and entrepreneurship ability and allocating the practical teaching resources of marketing course in local universities. The experiment shows that the practice teaching under the new platform environment can effectively improve students' practical ability, break the space and time constraints of traditional practice teaching mode, and provide innovative ideas for the practice education in local universities.*

Keywords: *Innovation and entrepreneurship ability training, Local universities, Marketing course, Practice teaching platform*

1. Introduction

Management course is one of the key learning courses in the current college teaching, which belongs to one of the core courses of marketing, and is also the major course content of this professional students. In the implementation process of teaching work, this course has higher requirements for students' comprehensive practical ability, so the practical teaching of this course has the teaching advantages of combining theory with practice and helping students to develop in an all-round way [1]. Through the planned organization of teaching behavior, not only helps students to further perceive the cutting-edge trend of market economy, but also is the key means to fully grasp the market operation measures [2]. In this regard, this paper carries out the research on the practical teaching platform of marketing course in Local Universities Based on the cultivation of innovation and entrepreneurship ability.

2. Design of Practical Teaching Platform for Marketing Course in Local Universities Based on the Cultivation of Innovation and Entrepreneurship Ability

2.1 The Compilation of Practical Teaching Program Content Based on the Cultivation of Innovation and Entrepreneurship Ability

In order to realize the cultivation of students' innovation and entrepreneurship ability in the process of practice teaching of marketing course in local undergraduate colleges, this paper takes it as the relevant program of practice teaching content in the platform [3]. In the process of programming platform virtual practice teaching content for local undergraduate students, this paper uses ladder program method to achieve, which is more intuitive and efficient than other programming methods. Through the programming of related teaching programs in the practical teaching platform, students can complete any operation by clicking the mouse. When selecting trapezoidal symbols, this paper carries out operations such as editing or modifying the address on the area corresponding to different functions of the platform [4]. In the process of input, it is assumed that there is a significant normative problem in the definition of geological symbols, and the following errors need to be marked in red. On this basis, the use of top-down approach to teaching. In the platform, it is clear that the practical teaching program content can not be added to the numerical branch, and the coil can only be added to the right side of the

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corresponding network segment. Figure 1 is the flow chart of practical teaching program content compilation based on the cultivation of innovation and entrepreneurship ability.

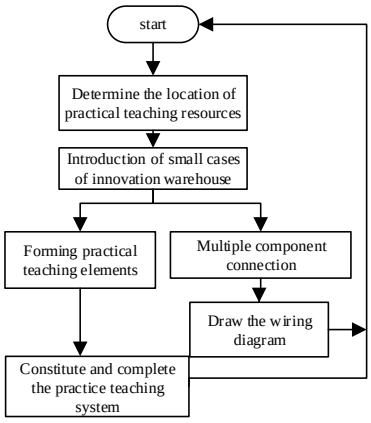

Fig.1 Flow Chart of Practical Teaching Program Content Compilation

According to the above writing process, we complete the programming of the practical teaching content of marketing course in local undergraduate colleges and universities, and provide conditions for the subsequent allocation of various practical teaching resources.

2.2 Distribution of Practical Teaching Resources of Marketing Course in Local Universities

Based on the above practice teaching program content, the following will be combined with the storage mode of practice teaching resources to accurately allocate resources. In order to improve the operation effect of simulating the actual working mode of different enterprises, this paper chooses the micro resource manager of semiconductor manufacturing as the core of the platform, introduces the structure into the platform, and connects it with each function of the platform. In the practical teaching platform designed in this paper, based on the above discussion, the whole system is the network segment structure of ladder diagram and instruction list mutual conversion, so the network segment and ladder diagram practical teaching content program have the most basic logic unit. Therefore, this paper selects the ladder diagram practical teaching content to extract the practical teaching resources that students need to learn, which has the practical significance The process is as follows:

First of all, through the platform designed in this paper, the practical teaching resources in each line are scanned from top to bottom, and whether the line exists downward is determined, that is, whether the line is associated with the next line of resources is determined [5]. If it exists, it will continue to scan until the end of the association relationship; if there is no parallel relationship, it will stop scanning and convert the next row of resources to another network segment.

Secondly, the 1 and 0 numerical matrices are used to represent the practical teaching resources in the downward vertical line of the platform. Starting from the first line, the matrix is scanned step by step, and whether the resources are in the matrix is judged, and whether the cell element value is 0 is determined. If there is a parallel relationship between resources in the scanning process, the scanning will be stopped when the guiding element value is 1. In this way, a complete practical teaching resource is extracted and allocated to the corresponding student practical learning module. Through this allocation method, students can accurately obtain all the teaching resources needed for practical learning, so as to ensure the efficient use of all kinds of practical teaching resources in the platform. At the same time, in order to ensure that the platform designed in this paper has higher practicability, according to the modern platform installation technology, a variety of different voice prompts and fingerprint recognition functions are introduced into the platform, and the platform operation equipment is connected with the general circuit to ensure that the flash chip in the platform has higher operation speed and processing speed. At the same time, in order to realize the sustainable operation of the practical teaching platform, the platform operation equipment should choose the power supply mode of lithium battery, so as to complete the design of the practical teaching platform of marketing course in Local Undergraduate Universities Based on the cultivation of innovation and entrepreneurship ability.

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3. Comparative Experiment

According to the syllabus requirements of marketing course in local universities, two different practical courses are set up by using the practical teaching platform designed in this paper and the traditional laboratory form of practical teaching method. After the completion of the theoretical knowledge teaching of marketing course, the teachers divide the students into two groups. One group uses the practice platform designed in this paper to complete the relevant practice content learning, and the other group still uses the traditional laboratory form of practice teaching. After the two groups completed the practical teaching content, the learning effect of the two groups was compared. In order to ensure the objectivity of the experimental results, the teachers set up the same practical assessment content for the two groups of students, and use the expert scoring software to score the students' specific performance, the full score is 100. For the convenience of comparison, record the experimental results and draw the comparison table of experimental results as shown in Table 1.

Table 1 Comparison of Experimental Results of Two Practical Teaching Methods

Assessment content	This paper introduces the practice teaching method under the platform environment Students' scores	Practice teaching method in traditional laboratory environment Students' scores
Business level	98.5 points	76.5 points
Marketing ability	96.5 points	78.5 points
Spirit of unity and cooperation	97.5 points	77.5 points
Scientific research and innovation ability	95.5 points	82.5 points
Cost control ability	98.5 points	72.5 points

From the experimental results in Table 1, it can be seen that the students' scores of the practical teaching method under the platform environment and the traditional laboratory environment are more than 60 points, but the students' scores of the method in this paper are generally more than 95 points, while the students' scores of the traditional method are not more than 85 points. Therefore, the experiment can further prove that the marketing course practice teaching platform of local undergraduate colleges and Universities Based on the cultivation of innovation and entrepreneurship ability proposed in this paper can help students complete the learning of the course practice content, and enable students to have good innovation and entrepreneurship ability. At the same time, through this platform, students can realize the communication with enterprises, and have a good understanding of the future before entering the society We need to know more about jobs, so as to make clear the future development direction of study and work.

4. Conclusion

In order to realize the cultivation of students' innovation and entrepreneurship ability in the practical teaching process of marketing course in local universities, this paper proposes a new practical teaching platform based on its needs, and proves the practical application effect of the platform through experiments. By introducing this platform into practice, it can effectively improve students' innovation and entrepreneurship ability, let students adapt to the future career life in advance, and let students master the ability to communicate and get along with others in the process of interaction with the platform, so as to provide practical teaching environment for local undergraduate universities to cultivate talents with high comprehensive quality.

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